New York Metro Region Promotion Assessment Report

March **Promotion : Winston B2G1F** **New York Metro**

Direct Account Level Issues

Packing: Several Direct Accounts complained about time involved in packing displays:
1. Brand specific sleeves.
2. Box styles hard to fit in sleeves
3. Sleeves were packed loosely in the box.

Billing: Easy. Even number of cartons in each SKU.

Excecutional Time Frames: A little late getting to retail due to: time required to pack, heavy RJR prebooking for plan B period, heavy Philip Morris promotions at the same time.

Reporting Issues: None

VAP Payments: No problems / Issues

Retail Level Issues:

POS / PDI Impact: Very good

Packaging / Sleeve Impact: Very good! big and bold, just what we needed

Consumer Reaction: Impact was positive. This is due to the fact that they could see what the promotion was.

Retail Sell Through: Quick.

51851 8838

Retailer Issues: No problems / issues.

Additional Comments: Good promotion. The right brand, with the right "deal", in the right stores. Hind sight tells us that with Marlboro pushing B2G1F also, a larger allocation was definitely needed. Winston sold well, but it was not an "EVENT". The quantity was not enough to make a major impact.

Source: https://www.industrydocuments.ucsf.edu/docs/rmyn0000

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March Promotion : Salem "Slide Box" B1G1F

Direct Account Level Issues

Packing: No problems / issues.

Billing: No problems / issues.

Excecutional Time Frames: No problems / issues.

Reporting Issues: No problems / issues.

VAP Payments: No problems / issues.

Retail Level Issues:

POS / PDI Impact: Improved over previous B1G1F

Packaging / Sleeve Impact: Sleeve had minimal impact. Need big and bold to catch the eye.

Consumer Reaction: Once they find out it is a B1G1F they like it. The promotion itself does not "Grab you."

Retail Sell Through: OK

51851 8839

Retailer Issues: Slow due to minimal visual impact of Display

Additional Comments: A Salem B1G1F is always a great promotion. We need to cut through the clutter with our POS and displays. The consumers "senses" are not being stimulated enough to make a real difference.

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